



# 25 STORIES OF IMPACT IN 2025

Annual Report 2025

Emirates Nature-WWF is an environmental NGO established to conserve the United Arab Emirates' natural heritage and build a future where people and nature thrive.




The organization was founded in 2001 by our Honorary Founder and President, H.H. Sheikh Hamdan bin Zayed Al Nahyan, the Ruler's Representative in the Al Dhafra Region and Chairman of the Governing Board of the Environment Agency – Abu Dhabi, inspired by the legacy of the late Sheikh Zayed.

As a charity with a federal mandate, Emirates Nature-WWF has been at the forefront of science-based conservation in the UAE, working hand in hand with communities, businesses, and government.



# EMIRATES NATURE-WWF MARKED 25 YEARS OF CONSERVATION IN ACTION IN 2025

To celebrate this milestone, we are delighted to share 25 stories of impact from the year – each one a reflection of the collective effort driving positive change for people and planet.

 @ews\_WWF  @Emirates Nature-WWF  @ews\_WWF  EmiratesNature\_WWF

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## FOREWORD



### H.E. Mohammed Al Bowardi

Chairman  
Emirates Nature-WWF

**THE PAST IS NOT MERELY  
A MEMORY WE CHERISH;  
IT IS THE ROOT FROM  
WHICH WE DRAW OUR  
STRENGTH AND IDENTITY.**

The future, meanwhile, is the horizon we look toward with awareness and responsibility, to preserve it for our children as it was preserved for us by our forefathers. Between these two stands our mission: protecting humanity by protecting the nature in which it thrives.

For more than twenty-five years, Emirates Nature-WWF has been guided by values inspired by the wisdom of the late Sheikh Zayed bin Sultan Al Nahyan, may he rest in peace. He recognized early on that caring for nature is not a luxury, but an essential part of safeguarding humanity, dignity and the prosperity of society. His vision has helped shape a nation that consistently seeks balance between development and environmental stewardship.

From the very beginning, our work has been grounded in a deep conviction that protecting the environment is inseparable from caring for people, and that preserving our natural resources and environmental heritage is both an ethical pledge and a national responsibility toward future generations.



## FOREWORD



### H.E. Mohammed Al Bowardi

Chairman  
Emirates Nature-WWF

**THE LAND WE INHERIT  
DOES NOT BELONG TO  
A SINGLE GENERATION;  
IT IS A TRUST WE  
SHARE WITH FUTURE  
GENERATIONS.**



Left to right: Director General of Emirates Nature-WWF Laila Mostafa Abdullatif and Board Members Major Ali Saqr Sultan Al Suweidi, H.E. Engineer Mohamed Saif Al Afkham, H.E. Mohammed Ahmed Al Bowardi, H.E. Hana Saif Al Suwaidi, H.E. Razan Khalifa Al Mubarak, H.E. Ahmed Ali Al Sayegh, H.E. Abdullah Bin Touq Al Marri, and Dr. Faraj A. Ahnish

Today, as the challenges facing nature, climate, and communities accelerate, we look toward the next twenty-five years with renewed determination and faith.

God willing, we aim to build a lasting Emirati legacy in sustainability: strengthening our ability to confront climate change, deepening community engagement in environmental

protection, and providing the UAE with broader horizons of hope, opportunity and sustainable growth.

At its core, protecting nature is protecting life itself. Every tree we preserve, every habitat we safeguard and every awareness we instil in the hearts of our children is a step toward a more balanced and secure future for this beloved nation.

## FOREWORD



### H.E. Razan Khalifa Al Mubarak

Managing Director  
Emirates Nature-WWF

**EMIRATES NATURE-WWF  
WAS ESTABLISHED IN THE  
UAE, WHERE CARING FOR  
NATURE IS ROOTED NOT ONLY  
IN POLICY, BUT IN DEEPLY  
HELD CULTURAL VALUES.**

These values were shaped by Bedouin wisdom that teaches respect for the land, sea and all living things. It reflected an understanding that we protect nature not as something separate from us, but because we are part of it.

There is also a recognition that no single institution can deliver lasting impact alone. Meaningful change requires governments, communities, individuals, civil society, and the public and private sectors working together. Emirates Nature-WWF was created to convene these actors, catalyze solutions and scale what works. This is a collaborative model that shapes our success.

With our partners, communities and volunteers behind us, Emirates Nature-WWF will continue to bring people together, ensuring that conservation is not ornamental, but a way of life.



## FOREWORD



### Laila Mostafa Abdullatif

Director General  
Emirates Nature-WWF

**NATURE HAS  
NO BOUNDARIES.**

**CONSERVATION  
SHOULD NOT EITHER.**



One of the UAE's greatest strengths lies in its convening power, bringing together governments, institutions, scientists, civil society and communities to advance shared priorities for people and planet. From COP28 to the WWF AP30 Conference and the IUCN World Conservation Congress, these platforms enable collaboration, learning and collective progress across borders.

In 2025, this strength was reflected in the foundations Emirates Nature-WWF put in place; from deepening partnerships with communities across the UAE to establishing new global and regional collaborations through the WWF network. These efforts focused on building the systems, relationships and shared agendas needed to deliver resilience and conservation impact in the years ahead.

Looking ahead, our focus is on turning this collective ambition into sustained results: strengthening implementation, accelerating solutions, and ensuring that the UAE's leadership continues to shape conservation outcomes at home and beyond.



**25** **STORIES OF IMPACT  
IN 2025**

**ROOTED IN THE UAE,  
INSPIRING GLOBAL ACTION**



STORY 1

# RURAL COMMUNITIES SHINE IN THE UAE'S YEAR OF COMMUNITY

## ECOTOURISM, SUSTAINABLE FARMING AND NATIVE TREE RESTORATION

are being advanced with communities and partners

## COMMUNITY-LED MODELS SPOTLIGHTED

at IUCN Congress in collaboration with our partner  
Emirates Council for Balanced Development

From mountains to mangroves, rural communities are leading the UAE's nature-positive transition. We deepened our engagement with Emirati communities, farmers and entrepreneurs – recognizing their knowledge, stewardship and cultural connection to the land and seas as fundamental to driving conservation and long-term sustainability.

With communities and partners, we are advancing innovative, community-led models to preserve nature and culture, while building resilience and creating opportunities for economic growth.

Local heritage and poetry festivals, majlis discussions and citizen science activities enable the exchange of insight and best practices, helping reinforce a culture of environmental stewardship. In 2025, we were delighted to participate in ArtUAQ, Nasmal Masfout and Qidfa Festival.

[READ MORE >](#)

# OUR IMPACT CONTINUES TO GROW

30% WATER SAVINGS  
ACROSS 14 FARMS

“ THANKS TO THE IMPLEMENTATION OF A NEW DRIP IRRIGATION SYSTEM BY EMIRATES NATURE-WWF, MY FARM HAS SEEN 30% WATER SAVINGS!

Khalifa Ali Mohammed Al Naqbi  
Farm Owner, Wadi Shees

3,000+ SHU'A TREES  
BEING MONITORED

“ FROM 10 SHU'A TREES, I NOW HAVE 95. EMIRATES NATURE-WWF HAS HELPED US BY INSTALLING WATER PIPES, PROVIDING FERTILIZERS, AND CONDUCTING MONTHLY CHECKUPS.

Sultan  
Farm Owner, Masfout

2 NEW ECOTRAILS  
BEING DEVELOPED

“ EMIRATES NATURE-WWF RESTORED ANCIENT FALAJ, CULTIVATED MORINGA PLANTS AND ESTABLISHED A TRAIL THAT BENEFITS BOTH THE LOCAL COMMUNITY AND TOURISTS TO THE VILLAGE.

Rashid Al Ka'abi  
Farm Owner, Al Bithnah

# LOCAL AGROECOLOGY, FRESHWATER ECOSYSTEMS AND ECOTOURISM SHOWCASED

## IUCN WORLD CONSERVATION CONGRESS 2025

hosted in Abu Dhabi

### H.E. RAZAN KHALIFA AL MUBARAK

re-elected as President of IUCN

### WWF X AVPN REPORT PRESENTED

featuring 100+ perspectives across philanthropy and conservation

Hosted in Abu Dhabi, the IUCN World Conservation Congress 2025 reaffirmed the UAE's role as a global convener for nature and climate action. A member organization of the IUCN, Emirates Nature-WWF elevated local solutions on the global stage – from rural resilience and sustainable farming models to habitat restoration in arid landscapes and ecotourism.

We contributed to high-level dialogues on the Freshwater Challenge, natural capital and TNFD, bridging science, policy, philanthropy and finance. These engagements reinforced the UAE's growing leadership in advancing practical, scalable pathways toward a nature-positive future across the region.



[READ THE REPORT >](#)

STORY 3

# USD 10 MILLION SECURED TO STRENGTHEN RESILIENCE ACROSS ASIA PACIFIC

## UNDER THE DIRECTIVES OF PRESIDENT H.H. SHEIKH MOHAMED BIN ZAYED AL NAHYAN

UAE allocates USD 10 Million to strengthen community resilience to natural hazards in Asia and the Pacific

## PHILIPPINES, INDONESIA, FIJI AND SOLOMON ISLANDS

selected for Phase 1 Implementation

## BCRN ANCHORED BY FUNDING FROM THE UAE AID AGENCY

hosted by Emirates Nature-WWF and chaired by Laila Mostafa Abdullatif

In 2025, we officially launched the Building Community Resilience to Natural Hazards (BCRN) Programme, incubated by Emirates Nature-WWF and WWF's AP30 coalition. BCRN is a WWF-led regional initiative that strengthens the resilience of communities and ecosystems to climate impacts and disaster risks across Asia Pacific.

The programme works with partners such as the International Federation of Red Cross and Red Crescent Societies and aims to support 5 million people across 16 countries by improving food and water security, enhancing ecosystem services and strengthening livelihoods. This impact will be delivered through Nature-based Solutions and practical interventions, policies and tools to build long-term socio-ecological resilience.



[READ MORE >](#)

# EMIRATES NATURE-WWF HOSTS WWF ASIA PACIFIC CONFERENCE IN UAE

**30+ WWF COUNTRY OFFICES**

represented at AP30

**SPECIAL MAJLIS CONVENED STAKEHOLDERS**

from Emirates Nature-WWF, WWF Asia Pacific, IFRC, AVPN and the Commission on Asian Philanthropy



Emirates Nature-WWF convened the WWF Asia Pacific CEO & Board Conference (AP30), bringing together network leaders to align on accelerating inclusive conservation and enabling the economic, political and financial conditions required for transformative change.

Chaired by our Director General Laila Mostafa Abdullatif, AP30 strengthened regional collaboration, with network CEOs committing to co-lead, co-design and co-deliver the WWF Roadmap 2030 – accelerating biodiversity protection, transforming food and agriculture systems, building climate-resilient communities and elevating nature through green diplomacy.

Alongside AP30, under the patronage of the Office of Development Affairs at the UAE Presidential Court, H.H. Sheikh Theyab bin Mohamed bin Zayed Al Nahyan hosted a special majlis on Asian philanthropy and community-led action, reinforcing the UAE's role as a bridge between conservation, finance and regional resilience.

# WWF AP30

CHAired BY  
LAILA MOSTAFA ABDULLATIF  
FROM 2022 TO 2025

- |   |   |  |
|---|---|--|
|  Australia     |  Korea           |  Papua New Guinea |
|  Bhutan        |  Kyrgyzstan      |  Philippines      |
|  Cambodia      |  Laos            |  Singapore        |
|  China         |  Malaysia        |  Solomon Islands  |
|  Fiji          |  Mongolia        |  Tajikistan       |
|  Hong Kong SAR |  Myanmar         |  Thailand         |
|  India        |  Nepal          |  Turkmenistan    |
|  Indonesia   |  New Caledonia |  UAE            |
|  Japan       |  New Zealand   |  Uzbekistan     |
|  Kazakhstan  |  Pakistan      |  Vietnam        |

**25** **STORIES OF IMPACT**  
**IN 2025**

**NATURE &  
WILDLIFE**



# ARABIAN CARACAL SIGHTINGS CONFIRM CONSERVATION IS ON THE RIGHT TRACK

**BLANFORD'S FOX, BRANDT'S HEDGEHOG AND WILD CAT**  
also recorded in 2025

**654 LEADERS OF CHANGE STEPPED INTO THE FIELD**  
as citizen scientists amplifying our impact across 40 events

**MONITORING EXPANDED WITH 60 SURVEYS**  
spanning wildlife, freshwater, vegetation and native  
tree restoration

Managed by our longstanding partner, the Fujairah Environment Authority, Wadi Wurayah is one of the last freshwater resources in the Middle East. With our Leaders of Change community, we contribute to freshwater conservation, native tree restoration and wildlife conservation in the national park.

The Arabian Caracal was captured on motion-sensor cameras in 2025, marking the first confirmed sighting in years. An apex predator essential to maintaining mountain ecosystem balance, its presence validates the effectiveness of science-based conservation.

Ultrasound surveys also confirmed up to ten bat species in this biodiversity hotspot.



[READ MORE >](#)

STORY 6

# NATIVE TREES TAKE ROOT IN WADI WURAYAH

NATIVE SPECIES SIDR, SAMAR,  
GHAF AND SHU'A  
restored

LEADERS OF CHANGE  
VOLUNTEERS TOOK PART IN  
HANDS-ON CONSERVATION  
across 10 events

Wadi Wurayah National Park is a rich biodiversity hotspot, managed by the Fujairah Environment Authority (FEA). It is internationally recognized as a UNESCO Biosphere Reserve and a Ramsar Wetland of International Importance.

Together with FEA, Emirates Nature-WWF is restoring and enhancing local habitats through reforestation with native tree species that are adapted to harsh, dry conditions.

Using dry-zone reforestation techniques such as water cocoons, we planted Sidr, Samar, Ghaf and Shu'a trees to strengthen soil stability, support wildlife and improve resilience to climate change – with 138 volunteers from our Leaders of Change community joining restoration efforts on the ground.



[JOIN US >](#)

# ECOSYSTEM RECOVERY MONITORED ACROSS 3 COASTAL SITES

## 220+ VOLUNTEERS

supported mangrove restoration following standardized protocols across 30+ events

## KNOWLEDGE-EXCHANGE WORKSHOP

co-organized with Abu Dhabi Mangrove Initiative (ADMI) at the IUCN Congress

## 2 NEW RESTORATION CHANNELS BUILT

in Al Zorah, Ajman to improve site hydrology and water flow

Mangrove restoration delivers benefits beyond tree planting. Through the Mastercard Priceless Planet Coalition, we are restoring coastal ecosystems that strengthen fish nurseries, enhance biodiversity recovery and increase shoreline protection against erosion and climate impacts. We also generate scientific evidence on effective restoration approaches, supporting data-driven, adaptive management.

In 2025, we undertook comprehensive monitoring at sites where our mangroves reached 2.5 years of growth, assessing ecosystem recovery by tracking indicator species such as birds, bats and crustaceans, introducing drone surveys and accounting for assisted natural regeneration.

Through integrated monitoring, technology-enabled dashboards, and community engagement, the initiative is helping build scalable models for coastal stewardship in the UAE.

[READ MORE >](#)

# AUS STUDENTS BRIDGE THEORY AND PRACTICE THROUGH WORK EXPERIENCE



Students from the American University of Sharjah contributed to mangrove restoration, working closely with our conservation team to monitor coastal ecosystems. Together, they measured trees and analyzed key datasets, including biodiversity indicators such as bat activity – a core measure of ecosystem health.

They also tested and evaluated new biodiversity field monitoring protocols. Their critical contribution demonstrated that citizen science data collected as part of our implementation of the Mastercard Priceless Planet Coalition is highly credible, reinforcing its value in large-scale conservation.

## 30 STUDENTS STEP UP AS CITIZEN SCIENTISTS

participating in monitoring, biodiversity research and field-based training

[READ MORE >](#)

# SAADIYAT'S SHALLOW WATERS REVEALED AS RICH BIODIVERSITY HOTSPOTS

## INNOVATIVE eDNA TECHNOLOGY USED

environmental DNA (eDNA) analysis conducted alongside baited remote underwater videos (BRUVs) and scientific diving to survey marine life

## 100+ SPECIES DOCUMENTED

including hawksbill and green turtles, halavi guitarfish and whitespotted wedgefish

## 3 WORKSHOPS WITH ALDAR STAFF

on integrating biodiversity into operations



In collaboration with the Environment Agency – Abu Dhabi and with support from Aldar, Emirates Nature-WWF applied a comprehensive approach to study and raise awareness of the shallow ecosystems of Saadiyat Marine National Park.

Established to protect critical habitats and threatened species, the park's nearshore waters remain vulnerable to human impact. Using complementary and innovative methods, our marine scientists developed a detailed biodiversity and habitat baseline, while working alongside outreach teams to share findings and promote ecosystem stewardship.

Findings and protection guidelines were shared through a biodiversity characterization report, booklet, infographic and workshops.

[READ MORE >](#)

# OUR NATURE-BASED SOLUTIONS PROJECT CONTINUES TO ENHANCE CONSERVATION EFFORTS

## COMPREHENSIVE CARBON STOCK ANALYSIS CONDUCTED

across two UAE seascapes, confirming their status as critical blue carbon sinks

## UAQ LAGOON RECOGNIZED AS A KEY BIODIVERSITY AREA (KBA)

and Important Shark and Ray Area (ISRA) by IUCN

## MANAGEMENT OF THE 638-HECTARE UAQ MANGROVE RESERVE ENHANCED

through project findings

Photo by: Nasser Muhsen Bin Took

Across four years, our multistakeholder Nature-based Solutions (NbS) project generated a wealth of insights – from scientific assessments to real-world insights earned while testing innovative NbS concepts across sustainable agriculture, ecotourism and blue carbon.

The project demonstrated how science-led, community-driven and policy-aligned approaches can deliver measurable outcomes for climate, biodiversity and people, while establishing a credible and scientific baseline for designing and scaling NbS.

These findings were brought together in the *NbS Impact Report* and are shaping the next wave of action.



[READ THE REPORT >](#)

**25** STORIES OF IMPACT  
IN 2025

CLIMATE  
ACTION



# UACA COMES OF AGE AS THE UAE'S LEADING CLIMATE ACTION PLATFORM FOR NON-STATE ACTORS

**MINISTRY OF ENERGY AND INFRASTRUCTURE  
(MOEI) JOINS THE UACA ADVISORY COMMITTEE**

chaired by H.E. Razan Khalifa Al Mubarak

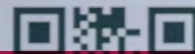
**50% OF ELIGIBLE MEMBERS (27 OUT OF 54)**

are SBTi-aligned or third-party verified



VOICE OF STAKEHOLDERS  
ACCELERATING THE UAE'S  
DECARBONIZATION JOURNEY

JOIN TODAY!



Learn more  
or  
a.ae



In its third year, the UAE Alliance for Climate Action (UACA) strengthened climate ambition and readiness across its 58 members, with 43 capacity building sessions delivered since inception.

This momentum was reflected in a public-private dialogue at MOCCA headquarter, as we organized a workshop to unpack the UAE Climate Law and the National Register for Carbon Credits\* – underscoring closer collaboration with government and supporting member contributions to national climate goals.



\* UAE Federal Decree Law No.11 of 2024 On the Reduction of Climate Change Effects, and the UAE Cabinet Resolution No.67 of 2024 – Concerning the National Register for Carbon Credits

STORY 12

UNITED ARAB EMIRATES  
MINISTRY OF CLIMATE CHANGE  
& ENVIRONMENT

**UACA**  
UAE Alliance for Climate Action

**HSBC**

# UACA LAUNCHES LANDMARK REVIEW OF PRIVATE SECTOR CLIMATE ACTION

## NAVIGATING DECARBONIZATION: ASSESSING THE UAE NON-STATE ACTOR LANDSCAPE AND POTENTIAL

### NAVIGATING DECARBONIZATION REPORT

launched at ADSW 2026 at an event co-hosted with MOCCA

### 84% OF SURVEYED ORGANIZATIONS

have set long-term targets for emissions reduction but only 55% have set science-aligned net-zero targets

### 40% CITE SCOPE 3

as the biggest challenge to meeting 2030 targets

UACA published *Navigating Decarbonization: Assessing the UAE Non-State Actor Landscape and Potential*, the UAE's first national review of private-sector climate action and readiness. Drawing insights from multiple sectors, the report maps ambition, barriers and opportunities across policy, technology and finance.

While over 75% of surveyed organizations have 2030 or 2050 targets, the findings highlight persistent implementation gaps across decarbonization levers and the need for an enhanced enabling environment, including access to finance. The report creates a shared evidence base to strengthen public-private dialogue and accelerate emissions reductions in support of the UAE's Net Zero 2050 objective.



[READ MORE >](#)

# ROAD2.0 OFFERS PROOF-OF-CONCEPT FOR COMMERCIAL ELECTRIC VEHICLES

**19 ROAD2.0 SIGNATORIES**  
(up from 17 in 2024)

**450 EVs DEPLOYED**  
to date and counting

**BY 2030, ROAD2.0 SIGNATORIES**  
aim to electrify 30% of their UAE fleets

UACA's Road2.0 Signatories completed successful pilots of commercial electric vehicles (EVs) in the UAE, generating valuable real-world insights. Findings were published in the *Road2.0 Year 1 Report*, the country's first evidence-based assessment of commercial EV feasibility, which identifies three levers to scale uptake: growing the domestic commercial EV market, developing fit-for-scale charging infrastructure and maximizing operational efficiency.

Signatories also shared EV pilot data for a Total Cost of Ownership analysis, comparing the full costs of EVs with internal combustion vehicles (ICEs), i.e. petrol and diesel vehicles. Using real data from UAE companies, the study aims to provide a clear, like-for-like comparison and help level the playing field between EVs and ICEs.



[EXPLORE ROAD2.0 FINDINGS >](#)

# WE CONTINUE TO WORK AT THE INTERSECTION OF NATURE AND CLIMATE

## BLUE CARBON OPPORTUNITIES ASSESSED

through pre-feasibility analysis

## CASE FOR INVESTING IN COASTAL NBS STRENGTHENED

by bundling carbon benefits with ecosystem  
services and revenue streams

Photo by: Nasser Muhsen Bin Took

We advanced blue carbon accounting and explored the potential of market-based carbon finance to scale Nature-based Solutions (NbS), particularly across the UAE's coastal ecosystems. The paper *Financing Nature-based Solutions for Climate Mitigation* was published as part of the HSBC-funded NbS project, capturing analysis undertaken by Emirates Nature-WWF and suggesting a pathway to scale public and private finance for nature.

In parallel, we participated in government-led, federal and emirate-level dialogues, including engagements with the Abu Dhabi Climate Change Taskforce, supporting climate mitigation and adaptation goals.

[READ MORE >](#)

# 25 STORIES OF IMPACT IN 2025

## GREEN ECONOMY AND MARKET TRANSFORMATION



# ECOTOURISM IS TAKING SHAPE IN AL RAMS, RAS AL KHAIMAH

**90% OF THE RURAL (FARMLAND)**  
segment of the ecotrail completed

**ARABIAN RED FOXES, HEDGEHOGS,  
MOUNTAIN LIZARDS**  
and countless insects share this landscape

**AT LEAST 10 BAT SPECIES**  
have been recorded in the area



With a vision to strengthen rural well-being, Emirates Nature-WWF and the Emirates Council for Balanced Development (ECBD) conducted marine and terrestrial biodiversity assessments to identify conservation priorities. The findings are shaping a sustainable development model that safeguards natural assets while creating economic opportunities to promote social stability and resilient livelihoods.

Underwater footage and eDNA analysis confirm the rich biodiversity of Al Rams, laying the foundation for a comprehensive ecotourism masterplan and a 2.7 km ecotrail that connects mountains, farmlands and the coast – allowing visitors to experience this unique proximity in a single journey.



# OUR ECOTOURISM APPROACH WAS SPOTLIGHTED AT THE IUCN CONGRESS

**ECOTOURISM CONNECTS PEOPLE  
WITH NATURE**

while generating resources to conserve it

**14% PROJECTED ANNUAL GROWTH**

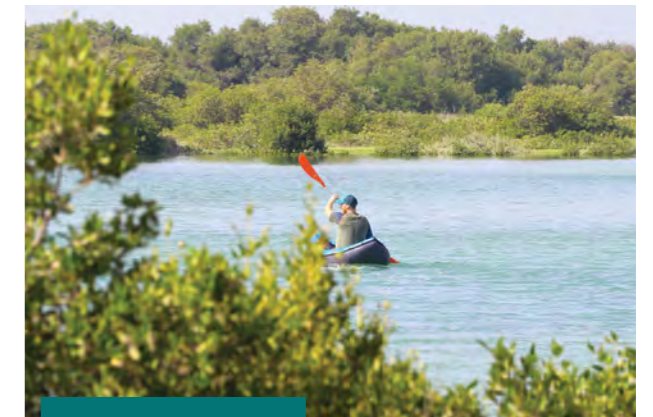
of global ecotourism through 2034



Photo by: Daniel Mateos Molina

In Ras Al Khaimah and Umm Al Quwain, we follow a six-stage ecotourism framework developed with Natureza Urbana. It begins with biodiversity and site assessments carried out with community members and volunteers, and progresses through vision-setting, ecotourism master-planning, design and implementation.

This approach was featured in a report we launched at the IUCN Congress – with a foreword by H.E. Abdullah Bin Touq Al Marri, Minister of Economy and Tourism, positioning ecotourism as a tool to protect nature, empower communities and support economic growth.



[READ THE REPORT >](#)

STORY 17

# MASFOUT WINS **WORLD'S** **BEST TOURISM VILLAGE** RECOGNITION

**19 COMMUNITY EVENTS**  
since 2024

**435 COMMUNITY MEMBERS  
AND VOLUNTEERS**  
engaged

**2,200 SHU'A TREES**  
planted across 2.7 hectares

In 2025, Masfout was recognized by UN Tourism Organization, celebrating its commitment to preserving natural and cultural assets while strengthening community resilience.

We are proud to be part of Masfout's journey as a beacon of sustainability and tourism. With ECBD and the Masfout Municipality and Planning Department, our Building Resilient Rural Communities initiative supports sustainable agriculture, develops nature trails to boost ecotourism, and strengthens community participation through majlises and citizen science – helping diversify incomes and preserve traditional practices.



[SEE MASFOUT'S JOURNEY UNFOLD >](#)

# GIFIP IS NOW AN INDEPENDENT LEGAL ENTITY

**TARGET TO MOBILIZE USD 1.5 BILLION**  
in Islamic finance within five years of launch



The Global Islamic Finance Impact Program (GIFIP) reached a major milestone in 2025 by becoming an independent legal entity, strengthening its ability to mobilize Islamic finance for climate, nature and development across the Global South. The team further ensured the legacy of GIFIP by designing a logo, brand and website to let this initiative shine.

This transition sets the stage for GIFIP to advance its mission, supporting the development of bankable, scalable solutions – including Nature-based Solutions that deliver real-economy impact.



[READ MORE >](#)

25

STORIES OF IMPACT  
IN 2025

FOOD &  
WATER SECURITY



# OUR AGROECOLOGY IMPACT WAS RECOGNIZED WITH YEAR OF SUSTAINABILITY SEAL

**10 FARMERS UPSKILLED**

8 farm workers trained

**1 PILOT FARM**

established

**3,000 CLIMATE-RESILIENT SHU'A TREES**

monitored and maintained

Mountain farms face growing pressures from water scarcity and low soil fertility. These can be addressed through agroecology – an integrated approach that rebuilds production systems, enhances biodiversity and preserves vegetation cover, while reducing costs and improving product quality.

To build resilience in Masfout and Al Bithnah, we developed agroecology guidelines for farmers and established a demonstration farm – featuring a composting unit, water-efficient sub-surface irrigation and mulch application – to showcase benefits to soil health and water savings.



**25** STORIES OF IMPACT  
IN 2025

**CIVIL SOCIETY  
MOBILIZATION**



# COMMUNITY OUTREACH IN 2025

## 270 EVENTS

+60% increase in events (vs 2024)

## 16,620 HOURS FOR NATURE

+33% increase in hours for nature (vs 2024)

## 40,160 DATA POINTS COLLECTED

## 95 NET ENVIRONMENTAL PROMOTER SCORE

indicating that respondents are very likely to recommend environmental action to others



“

THIS EXPERIENCE OPENED MY EYES TO THE IMPORTANCE OF ENVIRONMENTAL SCIENCE, AND IT MADE ME REALIZE HOW MUCH I CARE ABOUT PROTECTING NATURE.

Connect with Nature participant

“

AFTER PARTICIPATING IN THE EMIRATES NATURE-WWF CAMERA TRAP ACTIVITY, I'VE BECOME MORE AWARE OF LOCAL WILDLIFE AND CONSERVATION NEEDS. I PLAN TO RAISE AWARENESS THROUGH MY PHOTOGRAPHY, CONTINUE VOLUNTEERING, AND ADOPT MORE SUSTAINABLE PRACTICES.

Leader of Change volunteer Deepa

# 10 VOLUNTEERS ELECTED TO THE LEADERS OF CHANGE ADVISORY COMMITTEE

**10 ADVISORY COMMITTEE**  
members

**A NEW ERA OF COMMUNITY-LED  
CONSERVATION**

that will drive a nationwide ripple effect  
for nature

Leaders of Change has always been powered by its community – passionate people taking action for nature together. In 2025, we introduced the Advisory Committee, creating clear pathways for members to grow into voluntary leadership roles.

10 highly engaged members were elected to join the committee, helping shape the programme quality, safety and innovation, while supporting complex field activities and mentoring Community Leaders. Acting as a bridge between strategy and delivery, the committee strengthens coordination, resilience and ownership across the wider community.



[READ MORE >](#)

# LEADERS OF CHANGE CREATES COMMUNITY LEADER ROLE TO SCALE UP THE MOVEMENT

**10,000 VOLUNTEERS ENGAGED**

since the launch of Leaders of Change

**174 LEADERS OF CHANGE EVENTS**

in 2025 (a 46% increase from 2024)

**15 COMMUNITY LEADERS**

selected and upskilled in 2025



Community Leaders are experienced volunteers who support the smooth delivery of Leaders of Change activities. They assist participants, reinforce safety and data quality, and help maintain the welcoming community atmosphere the programme is known for – while growing their own leadership skills along the way.

Selected based on commitment, reliability and leadership potential, Community Leaders ensure consistency as the programme continues to scale. Their presence has benefited the overall community, with stronger leadership on the ground.



[BECOME A LEADER OF CHANGE >](#)

# NOTICE NATURE CELEBRATES A NEARLY 50% INCREASE IN WILDLIFE OBSERVATIONS

**6,000 RESEARCH GRADE DATA**

on key ecosystems and flagship species

**65 COMMUNITY EVENTS**

with Leaders of Change and Mashreq customers

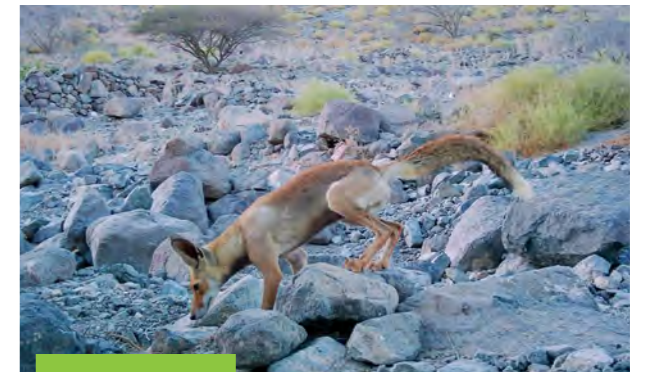
**4,278 HOURS FOR NATURE**

– equivalent to 2 years of full-time effort!



Notice Nature is the UAE's largest citizen science initiative, powered by Mashreq and Emirates Nature-WWF. It combines community engagement with rigorous biodiversity research to support conservation and policy action. Since launch, the project has recorded over 30,500 observations, including 11,300 in 2025 alone.

2,000+ participants have supported field surveys, camera trapping, acoustic monitoring and water quality testing. The data has led to the rediscovery of critically endangered species and proposals for new protected areas such as Ain Al Ghamour in Fujairah.



[READ MORE >](#)

# CITIZEN SCIENCE TAKES CENTRE STAGE IN OUR SUMMER AND WINTER TRAINING SERIES

**13 WORKSHOPS AND  
FIELD EVENTS**  
across both series

In 2025, our training series focused on hands-on learning – helping participants build conservation and citizen science skills. Over the summer, participants joined events such as the Climate Simulator, Pollinator Gardening Workshop and Herbarium Workshop.

Through our first Winter Conservation Camp, supported by Inditex, participants took part in workshops on reforestation, Nature in the Hajar Mountains and camera trapping, before applying their new skills in a reforestation field trip to Wadi Wurayah National Park, which is managed by the Fujairah Environment Authority.



# CONNECT WITH NATURE LAUNCHES FIELD TRIPS FOR SCHOOLS

**15,000 YOUTH AND COMMUNITY MEMBERS**

engaged since the launch of the Connect with Nature programme

**SCHOOL TRIPS LAUNCHED WITH ENVIRONMENT AGENCY-ABU DHABI**

co-founder of Connect with Nature, as well as strategic partner Modon, to expand impact

**49 SCHOOL TRIPS AND 2,240 STUDENTS**

and educators engaged across private and public schools in Abu Dhabi, Al Ain and Al Dhafra (Western) Region



Connect with Nature expanded to reach students and inspire a new generation of citizen scientists, delivering 49 field trips with private and government schools across Abu Dhabi, Al Ain and the Al Dhafra (Western) Region.

Developed with Connect with Nature co-founder the Environment Agency – Abu Dhabi (EAD), and supported by strategic partner Modon, the field trips are endorsed by the Ministry of Education and Department of Education and Knowledge (ADEK).

A five-year initiative, the field trips lay the groundwork for teachers and communities to independently run these experiences over time.



[READ MORE >](#)

# CONNECT WITH NATURE PROVIDES UAE YOUTH WITH HANDS-ON WORK EXPERIENCE

“ THIS IS THE TYPE OF WORK I'D  
LIKE TO CONTINUE IN THE FUTURE.

Fatima Hanina,  
participant in the work experience initiative

20 students participated in a five-day placement at the Plant Genetic Resource Center, managed by the Environment Agency – Abu Dhabi, working alongside conservation experts on real-world plant conservation efforts.

This programme is an early step in a broader vision to nurture the UAE's next generation of conservation leaders. Through hands-on experience in seed banking, herbarium techniques and seed germination, students developed practical skills and insight into green careers. Several students have since expressed interest in pursuing careers in conservation.

**20 STUDENTS**  
participated

**5-DAY WORK**  
experience

[READ MORE >](#)

## AWARDS

# RECOGNITION THAT REFLECTS OUR IMPACT



### ETHRAA GOLD AWARD

Received the highest recognition as the most impactful non-profit organization in the region - from the Community Development Authority (CDA)



### YEAR OF SUSTAINABILITY SEAL

Awarded in recognition of our *Building Resilient Rural Communities* and *Leaders of Change* programmes



### GOLD SME FOR IMPACT SEAL

The UAE's highest recognition for excellence in CSR and ESG Awarded by Majra - National CSR Fund



### TOKEN OF APPRECIATION

Awarded by the Masfout Planning & Municipality Department for our ongoing work with partner ECBD



REFLECTIONS FROM  
OUR LEADERS





**CONSERVATION**



**Marina Antonopoulou**

Chief Climate & Conservation Officer

**IN 2025, OUR CONSERVATION WORK BECAME MORE CONNECTED: ACROSS ECOSYSTEMS AND ACROSS SOCIETY.**

From Wadi Wurayah in the mountains of the UAE to our coastal ecosystems, this year was a powerful reminder that conservation is most effective when it is measured, experienced on the ground and shaped by local communities. By combining science with community participation, we strengthened the evidence base for decision-making and action, while exploring new opportunities for long-lasting impact.

Showcasing and protecting the UAE’s cultural heritage, and demonstrating nature’s socio-economic value through ecotourism, sustainable farming practices and climate resilience are just a few examples of how our work puts nature at the centre of long-term prosperity. The IUCN World Conservation Congress was also a catalyst for what comes next, strengthening partnerships and helping launch new initiatives that extend UAE-led solutions across Asia Pacific.



**OPERATIONS**



**Manal Bahman**

Chief Operations Officer

**2025 MARKED A DECISIVE SHIFT IN HOW WE POSITION OPERATIONS.**

We defined a five-year strategic direction, repositioning Operations as a future-ready, agile and enabling force for impact. We moved toward integrated, AI-enabled and data-driven operations, strengthening governance, compliance, risk management, financial resilience and organizational preparedness.

The year was dedicated to deep research and foundation-building, advancing technological enablement, regulatory maturity and institutional capability so that systems, data and people operate as one.

Operational excellence was matched by strong cultural leadership, reflected in renewed recognition through awards including the **Ethraa Gold Award**, **Majra SME for Impact Seal** and **Year of Sustainability Seal**.



## STRATEGIC PARTNERSHIPS & BUSINESS DEVELOPMENT



**Mansour Al Ketbi**

Senior Advisor of Fundraising

Our partnership offer spans corporate social responsibility, capacity building, and engaging employees and customers around nature and positive change.

Partners play a key role in strengthening conservation impact and community engagement. This year, Modon sponsored school field trips through Connect with Nature, while Majra sponsored youth memberships to Leaders of Change – enabling more people to act for nature. Partners including ROX Cars, Abu Dhabi Islamic Bank, Abu Dhabi Commercial Bank, Mashreq and Emirates Water and Electricity Company (EWEC) helped extend our reach and impact.

Partner-led fundraising campaigns and proceeds-based donations further amplified impact, while conservation projects thrived with support from partners including Mashreq, Visa and Bupa.

As we mark 25 years of impact, we thank our partners and look forward to advancing conservation together, for the next 25.

**OUR PARTNERSHIP  
OFFER CONTINUES  
TO EVOLVE TO MEET  
MARKET NEEDS.**



## MARKETING & ENGAGEMENT



**Rasna Al Khamis**

Director – Marketing & Engagement

The team demonstrated strong capability engaging stakeholders – from farmers, local communities and Leaders of Change volunteers to high-level delegations – leading creative direction, logistics and project management across platforms. This spanned local festivals in Ajman, Fujairah and Umm Al Quwain to global engagements, including the WWF AP30 conference, IUCN Congress and the launch of the regional BCRN initiative.

The unit leveraged AI and a strategic amplification methodology to strengthen social media presence, increase user-generated content and deepen partner collaboration – expanding reach and fostering a culture of giving for conservation.

These efforts elevated our soft power and visibility, earning Emirates Nature-WWF multiple prestigious awards and reinforcing our role as a trusted convenor driving climate resilience at scale.

**THROUGH STORYTELLING,  
DIGITAL EXPERTISE AND  
AGILITY, THE MARKETING  
& ENGAGEMENT UNIT  
ELEVATED COMMUNITY-  
WIDE ENGAGEMENT IN 2025.**



## STRATEGY & GLOBAL PROJECTS



**Monica Cooney**

Head of Strategy & Impact

WITH OUR PARTNERS AND LOCAL COMMUNITIES, WE ARE DRIVING **TRANSFORMATIVE CHANGE IN THE UAE AND BEYOND.**

2025 was a notable year for our team. We secured USD 10 million from the UAE Aid Agency for the BCRN programme, laying the foundation to scale Nature-based Solutions across Asia Pacific, and celebrated the transition of the Global Islamic Finance Impact Program (GIFIP) to an independent entity.

In the UAE, we oversaw two **commercialization feasibility assessments** for the native Shu'a tree, demonstrating its potential as a Nature-based Solution that can create new opportunities for rural farmers. We also developed **Emirates Nature-WWF's 2026-2030 Strategy**, following extensive consultation with stakeholders.



**Nadia Rouchdy**

Associate Director,  
Global Projects



Photo by: Nasser Muhsein Bin Took

## COMMUNITY MOBILIZATION & CITIZEN SCIENCE



**Arabella Willing**

Head of Conservation Outreach  
and Citizen Science

IN 2025, WE REACHED **A NEW LEVEL OF SCALE - HAVING DELIVERED 270 COMMUNITY EVENTS!**

Our Leaders of Change community drove this growth, stepping up as volunteer Community Leaders to co-host trips and electing an Advisory Community to strengthen the programme.

We levelled up the science with underwater video analysis, three work-experiences and a new escape game Mangrove Mayhem: Crack the Case. The Conservation Diaries documentary series showcased the impact of our collective efforts.

In parallel, Connect with Nature expanded with school field trips in Abu Dhabi and a refreshed website, sparking a new generation of citizen scientists!

We closed the year with a new Winter Training Series and some special sunrise turtle patrols.

A large flock of pink flamingos is gathered in a shallow lake at sunset. The birds are densely packed in the foreground and middle ground, with their long, thin legs and pink feathers catching the low light. The water is calm, reflecting the sky and the birds. In the background, the horizon is visible under a deep blue sky. A few flamingos are also seen in flight, their wings spread against the sky. The overall scene is serene and beautiful, capturing a moment of natural harmony.

✦ ✦ ✦ PARTNERS

# CONSERVATION PARTNERS

We express our sincere appreciation to all our partners and collaborators for their continued support. As long-term advocates of Emirates Nature-WWF and our activities, these organizations have made valuable contributions to our efforts to serve the environment and have been instrumental in our success.

## MARINE

- Aldar
- HSBC Bank Middle East
- Mastercard Middle East Africa

## TERRESTRIAL

- Bupa
- Emirates Council for Balanced Development (ECBD)
- Fujairah Crown Prince Court (Diwan)
- Fujairah Environment Authority
- Inditex
- Mashreq
- ReFarm Global
- Visa

## CLIMATE AND ENERGY

- Abu Dhabi Sustainability Group (ADSG)
- Alliances for Climate Action (ACA)
- Boston Consulting Group (BCG)
- Clean Energy Business Council (CEBC)
- Environment Agency – Abu Dhabi (EAD)
- Global Compact Network UAE
- HSBC Bank Middle East
- Ministry of Climate Change and Environment (MOCCA)
- Ministry of Energy and Infrastructure (MOEI)
- talabat

## GIFIP

- HSBC Bank Middle East
- Simmons & Simmons

## BCRN

- UAE Aid Agency
- AVPN
- IFRC
- WWF AP30
- WWF Climate and Energy Practice

## GREEN ECONOMY AND MARKET TRANSFORMATION

- Emirates Council for Balanced Development

## COMMUNITY MOBILIZATION

- Aldar
- Environment Agency Abu Dhabi (EAD)
- Fujairah Environment Authority (FEA)
- Inditex
- Ma'an- Authority of Social Contribution
- Majra
- Mashreq
- Modon

# SUSTAINABLE GIVING PARTNERS

Sustainable Giving partners provide flexible funding that allows us to direct resources where they are needed most, supporting conservation priorities across our portfolio.

In 2025, the nine-year-old piano prodigy Anran Su held a charity concert in Abu Dhabi to support conservation, becoming the youngest large-scale contributor to Emirates Nature-WWF. CPL Aromas donated proceeds from its moringa-based products, while EWEC became the first partner to support Emirates Nature-WWF's full conservation portfolio at scale.

In parallel, partners including ADCB, ADIB, DCA, Mashreq, Qlub and Sahem helped expand reach and impact through awareness and fundraising campaigns.

- Abu Dhabi Commercial Bank (ADCB)
- Abu Dhabi Islamic Bank (ADIB)
- Anran Su
- CPL Aromas
- Dubai Charity Association (DCA)
- Emirates Water and Electricity Company (EWEC)
- Mashreq
- Qlub
- Sahem



# LEADERS OF CHANGE PARTNERS

Leaders of Change has become a powerful movement for nature with a community of **6,500 Leaders of Change**. In addition to memberships, we also offer partners a **ticket-based credit system** that allows them to select experiences tailored to their interests – from field-based activities with Citibank, Expo City and Sunset Hospitality Group, to bespoke workshops for the Department of Economy and Tourism, DEWA, Emirates NBD, Ma'an, Modon and the National Bank of Fujairah.

In 2025, we welcomed Sunset Hospitality Group as our first Leaders of Change hospitality partner and renewed our membership with Platinum Members including ADIB, DEWA, LGT Bank, Mubadala and Seddiqi Holding.

- 
- Abu Dhabi Islamic Bank (ADIB)
  - Abu Dhabi Airports
  - Abu Dhabi Fund For Development (ADFD)
  - Boston Consulting Group (BCG)
  - Bupa
  - Citibank
  - Dubai Department of Economy and Tourism (DET)
  - Dubai Electricity & Water Authority (DEWA)
  - Expo City Dubai
  - GulfTainer
  - LGT Private Banking
  - Ma'an - Authority of Social Contribution
  - Majra
  - Momentum
  - Mubadala
  - National Bank of Fujairah (NBF)
  - Seddiqi Holding
  - Sunset Hospitality Group
  - Visa

# COLLABORATORS

## MARINE

- Ajman Municipality
- Al Zorah Development
- American University of Sharjah
- EAD
- Environment and Protected Areas Authority (EPAA)
- Government of Umm Al Quwain
- MOCCA
- Ministry of Economy (MOEc)
- RAK Environment Protection and Development Authority (EPDA)
- Seascape Analytics
- Silvestrum Climate Associates
- Umm Al Quwain Department of Tourism and Archaeology (UAQ TAD)
- Umm Al Quwain Municipality
- Umm Al Quwain Sustainable Blue Economy Office

## TERRESTRIAL

- Computer Science Department, American University Sharjah, UAE
- Fujairah Adventures
- Masfout Municipality and Planning Department, Government of Ajman

## CLIMATE AND ENERGY

- UACA Advisory Committee
- UACA Members and Road2.0 Signatories
- UN High-Level Champions Team

## GIFIP

- Gowling WLG

## GREEN ECONOMY AND MARKET TRANSFORMATION

- RAK Municipality
- EPDA
- RAK Tourism Development Authority (RAKTDA)
- Department of Antiquities and Museums (DAM)

## EARTH HOUR

- du

## COMMUNICATIONS

- Al Jameel Arts Center
- Chops Trading
- Dreambox Creative Consultants
- Eleva Communications
- Flint
- Mohab Saad
- Mohamed Mamdoh
- Multiverse Media
- S7 Group
- Weber Shandwick
- Zbooni
- French Connexion
- &storm

## COMMUNITY MOBILIZATION

- Ayni Studios
- Abu Dhabi Department of Education and Knowledge (ADEK)
- Abu Dhabi Municipality
- Alkalime
- American University of Sharjah
- Casa Mikoko
- Climate Fresk
- Cool Down LLC
- Corona Fontana Arnaldi
- Dubai Municipality
- Ecyclx
- Eedama
- Emirates Foundation

## UAE GENERAL DONORS

- 20Two Elemental
- Abu Dhabi Executive Council (ADEC)
- BU Trading Establishment
- Environment Agency – Abu Dhabi

- First Abu Dhabi Bank
- Husaak
- Iminclusive
- Jubail Mangrove Park
- Jumeriah Saadiyat Island Resort
- Kai Beach
- Khorfakan University
- Mammal Web
- Ministry of Education
- Natural History Museum Abu Dhabi
- Reem Central Park
- Rising sun
- Saadiyat Beach Club
- Saadiyat Rotana
- Terra Expo City

- Home Grown Nursery
- Majlis Craft Arabian Ale - Midtown Factory LLC
- MENA LIVE EVENTS LLC
- Sugar Conference Organizers LLC

## REGULATORY AUTHORITIES

- Ministry of Community Development
- Department of Community Development, Abu Dhabi
- Community Development Authority, Dubai

## OTHER SUPPORTERS

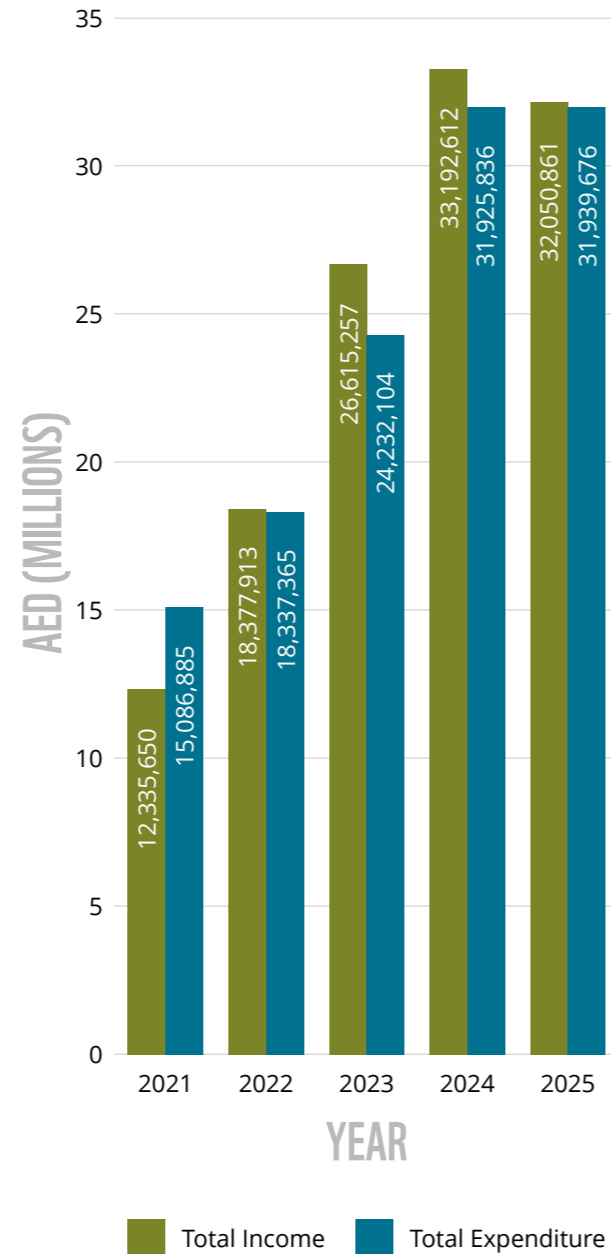
- Al Tamimi & Co
- Beneple
- Canva
- Cloudspaces
- Docusign International (EMEA) Limited
- Gowling WLG
- Hadeef & Partners
- talabat



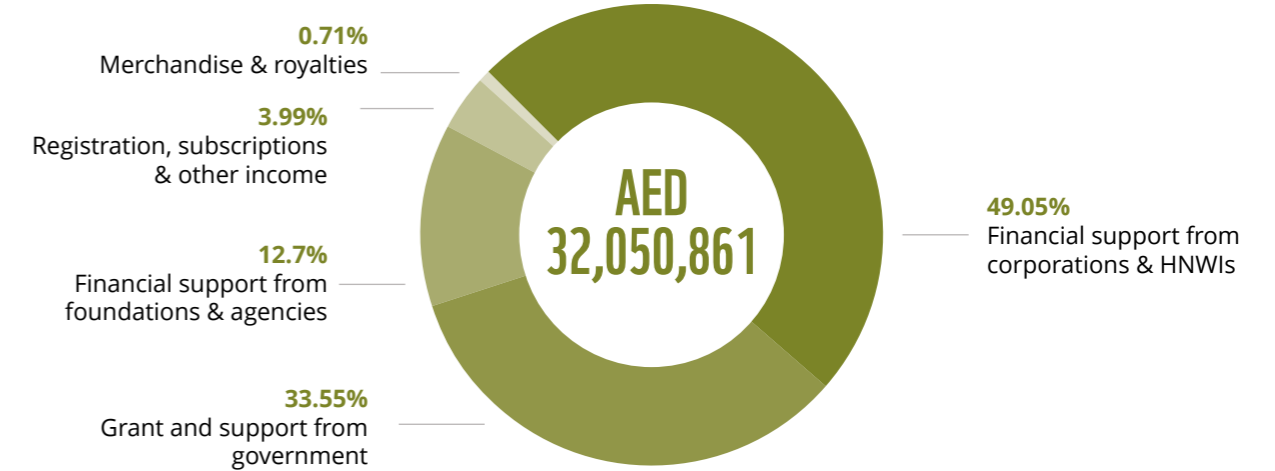
# FINANCIAL DATA 2025



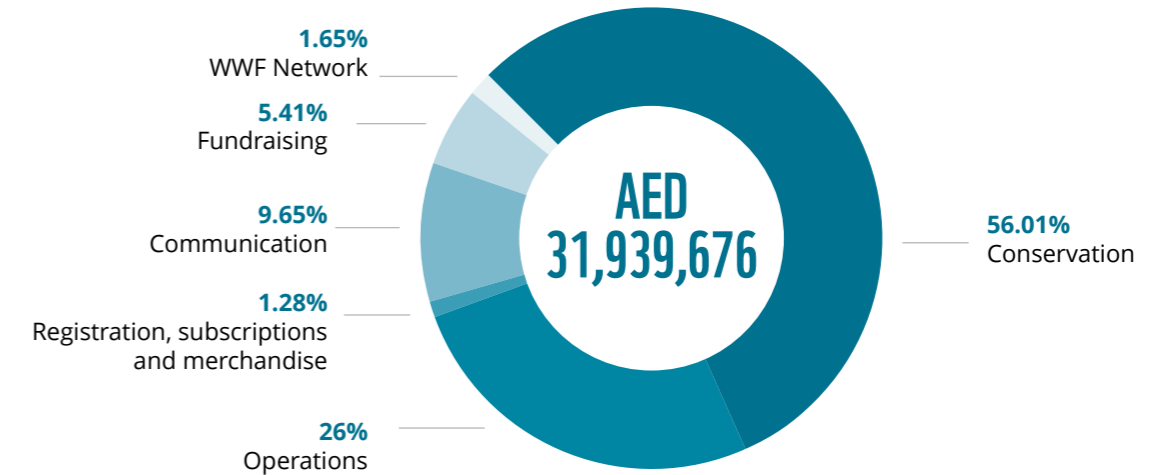
# FINANCIAL DATA 2025



## TOTAL INCOME FOR 2025



## TOTAL EXPENDITURE FOR 2025



# EMIRATES NATURE-WWF TEAM IN 2025



MONDAY, 5 MAY 2025  
ABU MOHAMED HALL, EMIRATES HOTEL, ABU DHABI





## BOARD OF DIRECTORS

CHAIRMAN

### H.E. MOHAMMED AHMED AL BOWARDI

Vice Chairman, Board of Directors,  
Environment Agency – Abu Dhabi (EAD)  
Chairman, Executive Committee,  
Environment Agency – Abu Dhabi (EAD)

DEPUTY CHAIRMAN

### H.E. AHMED ALI AL SAYEGH

Minister of Health and Prevention

MANAGING DIRECTOR AND  
TREASURER OF THE BOARD

### H.E. RAZAN KHALIFA AL MUBARAK

Managing Director, Environment  
Agency - Abu Dhabi (EAD)

SECRETARY OF THE BOARD

### MAJOR ALI SAQR SULTAN AL SUWEIDI

President, Emirates Marine  
Environmental Group

## BOARD MEMBERS

### H.E. ABDULLAH BIN TOUQ AL MARRI

Minister of Economy

### H.E. ENGINEER MOHAMED SAIF AL AFKHAM

Director General of  
Fujairah Municipality

### DR FARAJ A. AHNISH

Founding Partner,  
Hadeef & Partners

### H.E. HANA SAIF AL SUWAIDI

### H.E. HELAL AL MARRI

Director General of  
Dubai Department of  
Economy and Tourism

### H.E. MAJID AL MANSOURI

Secretary General of  
Emirates Falconers'  
Club.

### MUNA EASA AL GURG

Vice Chairperson and  
Director of Retail, Easa  
Saleh Al Gurg Group  
L.L.C.

### H.E. DR SHAIKHA SALEM AL DHAHERI

Secretary General of  
Environment Agency –  
Abu Dhabi (EAD)

## FUNDRAISING AND FINANCE ADVISORY COMMITTEE

### H.E. SHEIKH FAHIM AL QASIMI

Executive Chairman of  
Government Relations  
in the Executive  
Council of Sharjah

### DR FARAJ A. AHNISH

Founding Partner,  
Hadeef & Partners

### DR YASAR JARRAR

Managing Partner,  
International Advisory  
Group

## MANAGEMENT TEAM

**Laila Mostafa Abdullatif**  
Director General

**Mansour Al Ketbi**  
Senior Advisor of Fundraising

**Marina Antonopoulou**  
Chief Climate and  
Conservation Officer

**Rasna Al Khamis**  
Director – Marketing  
& Engagement

**Manal Bahman**  
Chief Operations  
Officer

**Monica Cooney**  
Head – Strategy and Impact

## STAFF

Abdullah Shah  
Ahmad Abu Samra  
Altaf Habib  
Anam Masud  
Dr. Andrew Gardner  
Anne Runde  
Arabella Willing  
Chandni Sewani  
Dr. Daniel Mateos Molina  
Dany Lebbos  
Dawser Hadidi  
Dr. Deepti Mahajan Mittal  
Farah Dakak  
Fatma Al Mashjary  
Fayaz Anwar

Flavia Jerald  
Ghada Nabil  
Gheeda Jaohari  
Hajer Bahman  
Kareem Bahlawan  
Khalid Mahmoud  
Khushboo Mehta  
Lama El Samad  
Lavin Chainani  
Magdalena Tayoun  
Mariame Keita  
Maryam Al Shamsi  
Mehr Amin  
Mona El Hajj  
Nadia Rouchdy

Nancy Akly  
Nicketan Velani  
Nourhan Mokahal  
Paula Clemente Abad  
Rama Kaysoon  
Rasha Alzein  
Rhea Onero  
Samia Badr  
Sina Berlet  
Stephen Carpenter  
Suraj Sampathy  
Swamiti Kakembo  
Tala Moukaddem  
Tamara Arbid

## STAFF CONSULTANTS

Dr. Adnan Aziz  
Ahmed Mahmoud Mohamed  
Menisy  
Aishah Mohamed Khameis  
Hazeem Aldhanhani  
Aman Manji  
Anja Trutina  
Charles Selestine

Clementine Laurent  
Daisy El Hajje  
Dina El Sebaai  
Gözde Ata  
Hasan Mahamud  
Moaz Adnan Sawaf  
Dr. Mashhour Nawaf Ghanem  
Mona Abdallah

Nidhi Chimnani  
Oliver De Ocampo  
Safiyah Fatimah  
Shane Pelser  
Shirine Habash  
Sudiksha Panda Avijit Panda  
Theo Busschau

## INTERNS

Abdul Rahman Kottukunnam  
Abdullah Al Mujaini  
Amira Ali  
Arushi Singh  
Asher Thomas  
Dana Amar Khawaja  
Drithi Diwakar  
Ezra Valerie D Souza  
Fatima Al Nuaimi  
Fatima Hanina  
Fauzia Kaka Shafi  
Feliks Sawaf  
Harish Narayanan  
Indra Thfoin  
Jelleth Sembrano  
Jordan Victor Oberholzer  
Karthik Narayanan  
Mahra Al Hassani  
Mahra Ameri  
Margaux Tillish  
Mera Alhemeiri  
Mithushan Surendran  
Mohammed Raahim Zia  
Mouza Al Harrasi  
Muaz Dembinski  
Muhammad Saaim Zia  
Nessrie Haddana  
Noor Albastaki  
Nuha Mohideen  
Omar Bendaya  
Ramy Lebbos  
Samra Zain Noordeen Azeez Abdul Khudus  
Sanaa Mohammed Al Masoori  
Sultan Abdalla Alkhhoori  
Szymon Malecki  
Thejaswin Ramesh



# BUILDING A FUTURE IN WHICH PEOPLE LIVE IN HARMONY WITH NATURE

Emirates Nature-WWF is an environmental NGO established to conserve the United Arab Emirates' natural heritage and build a future where people and nature thrive. The organization was founded in 2001 by our Honorary Founder and President, H.H. Sheikh Hamdan bin Zayed Al Nahyan, the Ruler's Representative in the Al Dhafra Region and Chairman of the Governing Board of the Environment Agency – Abu Dhabi, inspired by the legacy of the late Sheikh Zayed.

For two decades, Emirates Nature-WWF has been a prominent and active partner in designing, implementing and scaling up science-driven conservation across the MENA region. We work in association with WWF, one of the world's largest and most respected independent conservation organizations.

As a charity with a federal mandate, Emirates Nature-WWF places local communities at the heart of every initiative. Through the Leaders of Change programme, we engage civil society, government entities and businesses in hands-on conservation, supporting the UAE's sustainability agenda.



With roots firmly planted in the UAE, Emirates Nature-WWF also operates as a global platform that catalyzes action for climate resilience and environmental protection, delivering lasting impact for both people and planet.

**For more information about Emirates Nature-WWF, please visit [emiratesnaturewwf.ae](http://emiratesnaturewwf.ae)**